

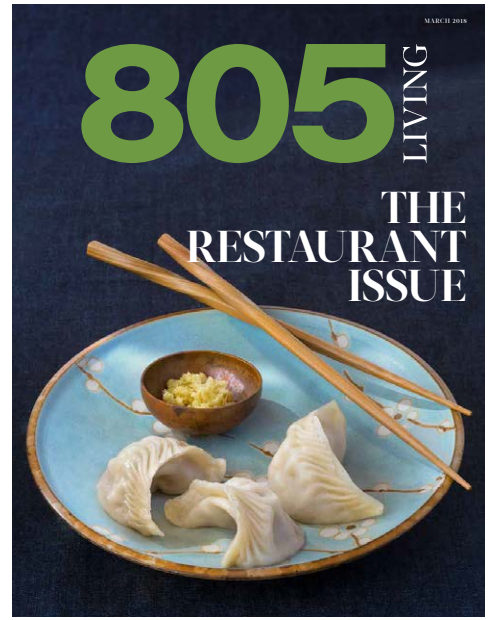


APRIL 2018

805

LIVING

HOME + GARDEN



MARCH 2018

805

LIVING

THE RESTAURANT ISSUE



JUNE 2017

805

LIVING

THE SPORTING LIFE



SEPTEMBER 2018

805

LIVING

FOOD & WINE

Santa Barbara chef Cat Cora shares insider intel on the local culinary scene.



JANUARY/FEBRUARY 2018

805

LIVING

NEW YEAR FRESH START



JUNE 2017

805

LIVING

SUMMER PERFECT

Circulation & Readership

Many of the communities in the 805 area and surrounding cities boast median HHIs that are **on par with some of the wealthiest, higher-profile communities in the country.****



PRINT FREQUENCY:
10 TIMES A YEAR

CIRCULATION: 32,000

READERSHIP: 210,000*

Readership accounts for the estimated number of people reading a single copy of the magazine.

DIGITAL

A complimentary digital version of each issue of *805 Living* is viewable online. It's smartphone and tablet compatible.

SOCIAL

805 Living engages with our audience via our large, organically grown social media channels: Facebook, Twitter, Pinterest, and Instagram.

MEDIAN HOUSEHOLD INCOME: \$195,000

Hidden Hills: \$245,694
Lake Sherwood: \$230,000
Bell Canyon: \$208,508
Malibu: \$130,432
Montecito: \$130,129
Oak Park: \$117,326
Calabasas: \$117,176
Westlake Village: \$115,550
Agoura Hills: \$107,268
Moorpark: \$99,353
Thousand Oaks: \$99,115
Santa Ynez: \$97,911

COMPARED TO OTHER AFFLUENT U.S. COMMUNITIES:

Palo Alto, CA: \$126,771
Englewood Cliffs, NJ (affluent Manhattan suburb): \$138,780
Newport Beach, CA: \$107,991
Birmingham, MI: \$107,161
Greenwich, CT: \$90,359
Brentwood, CA: \$88,697
Beverly Hills, CA: \$87,366
Southampton, NY: \$77,130

Median HHI in US (in 2014 dollars), 2010–2014: \$53,482

Ventura County is part of the Greater Los Angeles Metropolitan Area, the third largest metropolitan economy in the world.***

*4 readers per newsstand and direct mailed copies and 19 readers per "public place copies" (e.g. medical offices, spas, salons). Source for public place copy readership number: McPheters & Co. AudienceLab, 2008

**Source U.S. Census (2014)

***Source: Pricewaterhouse Coopers

805 Living is distributed in all of these cities.

Circulation & Readership

805 Living has the most comprehensive strategic distribution plan that targets affluent customers with buying power.



DISTRIBUTION

Western Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties:

Agoura Hills	Lake Sherwood	Nipomo	Simi Valley
Bell Canyon	Los Olivos	Oak Park	Solvang
Calabasas	Malibu	Ojai	Summerland
Camarillo	Montecito	Paso Robles	Thousand Oaks
Cambria	Moorpark	Pismo Beach	Ventura
Carpinteria	Morro Bay	San Luis Obispo	Westlake Village
Canoga Park	North Ranch	Santa Barbara	Woodland Hills
Dos Vientos Ranch	Newbury Park	Santa Ynez Valley	

6,600 DIRECT MAIL COPIES:

High income/high value homes
in Agoura Hills, Calabasas, Dos Vientos Ranch, Hidden Hills, Lake Sherwood, Malibu, Montecito, Newbury Park, North Ranch, Santa Barbara, Thousand Oaks, and Westlake Village.

C-Level executives (CEOs, CFOs, COOs, etc.)

Paid subscriptions

LUXURY HOTELS:

2,500 copies at area four- and five-star hotels

Westlake Village
(in-room) Four Seasons Hotel Westlake Village (exclusive local magazine in-room), Westlake Village Inn

Ojai
(in-room) Ojai Valley Inn and Spa, Su Nido Inn, The Blue Iguana Inn, and The Emerald Iguana Inn

Santa Barbara
(in-room) Canary Hotel, Harbor View Inn, Hotel Californian, Four Seasons Resort The Biltmore Santa Barbara, Hilton Santa Barbara Beachfront Resort, Hotel Milo, Montecito Inn and The Upham Hotel, Rosewood Miramar, and San Ysidro Ranch

(lobby/concierge) Hilton Santa Barbara Beachfront Resort, Hotel Indigo, Hyatt Centric Santa Barbara

Santa Ynez Valley
(in-room) Fess Parkers Wine Country Inn & Spa, Hadsten House, Hotel Corque, The Landsby

North County
(in-room) Allegretto Vineyard Resort, Avila Lighthouse Suites, Dolphin Bay Resort & Spa, Hotel Cheval, La Bellasera Hotel & Suites, Sycamore Mineral Springs Resort, The Cliffs Resort

Private Country Clubs: Sherwood, North Ranch, Wood Ranch, Spanish Hills, Las Posas, Saticoy, Montecito, Santa Barbara Polo & Racquet Club, Montecito Athletic Club, and Santa Barbara Athletic Club

Public Places: High-end retail stores and shopping centers, restaurants, medical offices and hospitals, spas and salons, fitness centers, real estate offices, wealth management offices and banks, visitors and convention bureau centers, chamber of commerce offices, and wine alliances

Newsstands: Albertsons, CVS, Gelson's, Lassen's, Ralphs, Trader Joe's, Vons, Whole Foods, providing a consistent spot for consumers to find the publication.

805 Living has a 100% pickup rate on newsstand.